

Subject: Re: Thanks / Follow up

Date: Thursday, October 8, 2015 11:49:30 AM Pacific Daylight Time

From: Laura Hill

To: Alon Schwartz

Alon,

Thanks for the email. Could you help us advertise for the 10/22 event?

Would love to tour a space the week of October 19 – next week is very crowded. Send me a few dates and times, thank you!

Best,
LH

Laura Hill
Communications and Policy Manager



South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
laura@southpark.la | o. 213 663 1110 | c. 314 956 4425

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From: Alon Schwartz <aschwartz@wework.com>

Date: Thursday, October 8, 2015 10:38 AM

To: Laura Hill <laura@southpark.la>

Subject: Re: Thanks / Follow up

Hey Laura,

I actually just got out of a meeting with Matt Karatz and he mentioned Park South. I found this thread from a while ago and I'm not sure what ever happened to this! We would love to be involved in your next event, can you let me know more details about the event and how we can get involved? Also please let me know if you and Jessica would like to come and tour the space. We now have 3 floors open and it's such a gorgeous space. Again I apologize for the delay in getting back to you, totally got lost in the shuffle. Have a great day!

WeWork I Alon Schwartz

Expansion Lead
[847.648.4000](tel:847.648.4000)
wework.com

Create Your Life's Work

On Mon, Sep 14, 2015 at 2:21 PM, Laura Hill <laura@southpark.la> wrote:
Alon,

So sorry about that! Our system can be finicky. I added you and Andrew at the same time so that is quite odd.

Our [calendar page](#) has a list of all upcoming events in the neighborhood, but our next SPBID event, the next Green Carpet Event of the series, will take place on [10/22 in partnership with Metro Charter Elementary School](#) located here in DTLA. It would be great if you could help us advertise. Please sign me up for your newsletter, too!

Is there any availability tomorrow to tour the space? I have an unusually open schedule tomorrow.

Thank you!

Best,
LH

Laura Hill
Communications and Policy Manager



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From: Alon Schwartz <aschwartz@wework.com>
Date: Monday, September 14, 2015 2:09 PM

To: Laura Hill <laura@southpark.la>
Subject: Re: Thanks / Follow up

Laura,

Thanks again, I saw the newsletter today through Andrew, I don't think I received it directly if you want to add me to it for the future. The DTLA location is set to open next week and the 10th floor is basically done. You're welcome to come take a tour whenever you want or we can push it back to next week to see it fully finished, just let me know what's good for you. Also when is your next event? We would love to include some of our upcoming events on your calendar or newsletters as well. We're going to be having Tuesday happy hours etc.. once our buildings open next week, I will keep you in the loop. Thanks again, have a great day!

WeWork | Alon Schwartz

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Create Your Life's Work

On Mon, Sep 14, 2015 at 1:16 PM, Laura Hill <laura@southpark.la> wrote:
Alon,

As a near future next step, we will continue to blast your South Park offer through all of our channels – social media, our website, as well as word of mouth.

When is the DTLA facility set to open? I would love to tour the space when it is available.

Best,
LH

Laura Hill
Communications and Policy Manager



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From: Alon Schwartz <aschwartz@wework.com>
Date: Thursday, September 10, 2015 1:31 PM
To: Laura Hill <laura@southpark.la>

Subject: Re: Thanks / Follow up

Awesome, thanks Laura! What else can we do together? Upcoming events, planning a cool event, getting some influencers together, raffling off some free memberships for WeWork to your members? Let me know what you think or if you want to meet and chat!

WeWork | Alon Schwartz

Expansion Lead

[847.648.4000](tel:847.648.4000)

wework.com

Create Your Life's Work

On Thu, Sep 10, 2015 at 1:23 PM, Laura Hill <laura@southpark.la> wrote:

Yes, you have been added. You should see the newsletter in your inbox this upcoming Monday around 9AM.

Best,
LH

Laura Hill
Communications and Policy Manager



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From: Alon Schwartz <aschwartz@wework.com>

Date: Thursday, September 10, 2015 1:04 PM

To: Laura Hill <laura@southpark.la>

Cc: Adam Wacenske <awacenske@wework.com>, Jessica Lall <Jessica@Southpark.La>, Andrew Bruce <abruce@wework.com>

Subject: Re: Thanks / Follow up

Great thanks Laura, can you please add me to your newsletter as well so I can receive the messages, thank you!

WeWork | Alon Schwartz

Expansion Lead

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wework.com

Create Your Life's Work

On Thu, Sep 10, 2015 at 12:37 PM, Laura Hill <laura@southpark.la> wrote:

This one is much clearer – thank you! This will work.

LH

Laura Hill
Communications and Policy Manager



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From: Alon Schwartz <aschwartz@wework.com>

Date: Thursday, September 10, 2015 12:33 PM

To: Laura Hill <laura@southpark.la>

Cc: Adam Wacenske <awacenske@wework.com>, Jessica Lall <Jessica@Southpark.La>, Andrew Bruce <abruce@wework.com>

Subject: Re: Thanks / Follow up

Hey Laura,

Would this work? What type of photos did you have in mind? Thanks.

WeWork | Alon Schwartz

Expansion Lead

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wework.com

Create Your Life's Work

On Thu, Sep 10, 2015 at 12:11 PM, Laura Hill <laura@southpark.la> wrote:

Alon,

We will add this to our next newsletter.

Do you have any other photos on hand? Logos don't typically work well as the central image, and the other photo is showing up a bit granulated. The photo should clearly summarize your services(s), too. If you have a few more options I can help select the best fit for the newsletter.

Thank you!

Best,
LH

Laura Hill

Communications and Policy Manager



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From: Alon Schwartz <aschwartz@wework.com>

Date: Wednesday, September 9, 2015 12:00 PM

To: Adam Wacenske <awacenske@wework.com>

Cc: Laura Hill <laura@southpark.la>, Jessica Lall <Jessica@Southpark.La>, Andrew Bruce <abruce@wework.com>

Subject: Re: Thanks / Follow up

Hey Laura and Jessica,

It's a pleasure to "meet" you both. Sorry for the delayed response, we would love to be included in your next newsletter. Below is a blurb that you can use along with our logo as well as an image of our new Fine Arts building. Please let me know if there is anything else that you need from us, have a great day!

WeWork provides small businesses, startups, and freelancers with the workspace, community, and services they need to make a life, not just a living. From weekly events, personalized support, flexibility, and access to thousands of like-minded entrepreneurs around the world - WeWork is the perfect place to grow your business in the future.

An exclusive offer for South Park LA members: Get a free Trial Day at any of our [WeWork Locations](#) in Los Angeles or Santa Monica! To learn more about joining the community, email LA@wework.com or call [855.593.9675](tel:855.593.9675) and mention South Park.

WeWork | Alon Schwartz

Expansion Lead
[847.648.4000](tel:847.648.4000)
wework.com

Create Your Life's Work

On Fri, Sep 4, 2015 at 6:02 PM, Adam Wacenske <awacenske@wework.com> wrote:

Laura it is great to connect! Thank you for helping us out with this. I have cc'ed Andrew and Alon here who can get you a exactly what you need for the newsletter post. Thank you again!

On Fri, Sep 4, 2015 at 5:59 PM, Laura Hill <laura@southpark.la> wrote:

Hello Adam,

Would be happy to feature WeWork in the South Park newsletter, which includes roughly 4,000 subscribers. Our next newsletter will go out on Sept. 14. All I will need is a paragraph, 4-5 sentences, and a high resolution photo before end of day next Wednesday.

Hope you enjoy the long weekend!

Best,
LH

Laura Hill
Communications and Policy Manager



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From: Jessica Lall <Jessica@Southpark.La>
Date: Thursday, September 3, 2015 8:33 PM
To: "awacenske@wework.com" <awacenske@wework.com>
Cc: Laura Hill <laura@southpark.la>
Subject: Thanks / Follow up

Hi Adam -

Great meeting you today and learning more about WeWork – I'm a sold disciple (not to be dramatic).

Just to quickly follow up – I’m attaching a resume of someone I think could be great (probably not for the GM position). I would highly recommend her and she was at your party last week.

I’m getting a quick list of top brokers in DTLA and will send.

I also ran in to the folks at Herald Examiner - they have about 100K sq ft of office space – and they were definitely interested in WeWork. I texted w/ Matt and will make some intros to get that convo started.

We can also get a blurb in our next newsletter – I’m cc’ing our Communications & Policy Manager, Laura Hill, who can serve as point on that. Feel free to check out our website for other info/opportunities www.southpark.la

Finally – for your sinuses, I highly recommend <http://www.walgreens.com/store/c/neilmed-sinus-rinse-original-sinus-kit/ID=prod2598807-product>

Best of luck with the opening if we don’t chat again before!

Best,

Jessica Lall
Executive Director



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WeWork | Adam Wacenske

Deputy Head of Community- New Markets

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